

IN THE SPECIFICATION

On page 1, between line 5 and line 6 insert the following new heading:

1. Field of the Invention

On page 1, between line 10 and line 11 insert the following new heading:

2. Related Art and Other Considerations

Please amend the paragraph beginning at page 1, line 16 and continuing to page 2, line 4, as follows:

Unlike a CRT (cathode ray tube) and an EL (electroluminescence) device, a liquid crystal display device itself does not emit light. Therefore, a liquid crystal display device typically displays an image by using light from an illumination device having a fluorescent tube therein (called a "backlight") which is arranged on the back side of the liquid crystal display device (this type of liquid crystal display device is called a "transmission type liquid crystal display device"). The backlight typically consumes more than 50% of the total power consumed by the liquid crystal display device. Therefore, apparatuses which are used outdoors and those which are always carried around by the user employ another type of liquid crystal display device (called a "reflection type liquid crystal display device") which is provided with a reflection plate instead of a backlight so as to display an image using the ambient light.